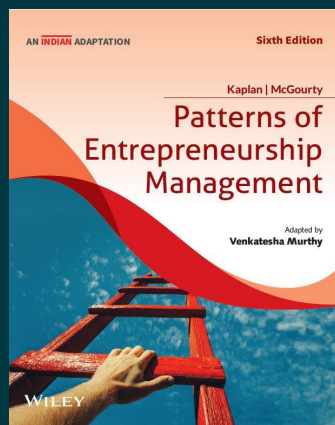




Patterns of Entrepreneurship Management, 6ed (An Indian Adaptation)

By Jack M. Kaplan, Jack McGourty, Venkatesha Murthy

Paperback

9789354642289

₹999.00

Pages: 432

Description

Patterns of Entrepreneurship Management, 6th Edition, is the essential roadmap for anyone interested in starting a new venture whether for-profit or social enterprise. Using its innovative “roadmap” approach, this practical guide enables students and aspiring entrepreneurs to design, execute, and maintain their business plan—covering every essential step of the entrepreneurial process, from turning an idea into a business model to securing funding and managing resources.

About the Author

Jack M. Kaplan, Jack McGourty, Venkatesha Murthy

Jack M. Kaplan is an adjunct professor of entrepreneurial studies at Columbia Business School. During his career, Kaplan started and managed three successful companies, concentrating on smart card technology, health-care information systems, and loyalty marketing programs. He was president of Datamark Technologies, Inc.

Table of Contents

Part 1 Getting Started as an Entrepreneur

1 Understanding the Entrepreneurial Process

- Introduction
- Profile: Wayne McVicker—A Typical Entrepreneur
- Profile: Narayana Murthy—An Example of an Indian Entrepreneur
- An Entrepreneurial Perspective
- Commonly Shared Entrepreneurial Characteristics
- Types of Entrepreneurs
- The Need to Control
- The Spider-Web Model
- Finding Early Mentors
- Managing Stress
- The Five-Stage Entrepreneurial Process
- The Growth of Entrepreneurial Companies
- So Why Become an Entrepreneur?
- Business Incubators
- Developing Your Entrepreneurial Management Skills

2 Converting Ideas into Opportunities

- Introduction
- Profile: Becky Minard and Paal Gisholt—Finding a Point of Pain
- Why Innovation Is Important?
- Definition and Types of Innovation
- Frameworks for Learning Innovation Skills
- Finding and Assessing Ideas and Opportunities
- The Evaluation Process for the Idea

3 Framing and Testing the Business Model

- Introduction
- Profile: Alexander Osterwalder—Inventor of Canvas Model
- Definition of Business Models
- The Business Model Canvas
- Testing Assumptions and Value Proposition
- Product-Market Fit
- Minimum Viable Product Concept
- Examples of Innovative Business Models
- Licensing and Franchising
- Models Built around Social Networks
- Social Media and Entrepreneurship
- Corporate Partnering
- Business Platforms

4 Engaging Customers, Analyzing Competitors

To purchase this product, please visit:

<https://www.wileyindia.com/patterns-of-entrepreneurship-management-6ed-an-indian-adaptation.html>



Scan to buy